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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/767,819	01/22/2001	Robert M. Zeidman	ZEID-02	9823
65069	7590	11/07/2008	EXAMINER	
ROBERT MARC ZEIDMAN 15565 SWISS CREEK LANE CUPERTINO, CA 95014				SCHNURR, JOHN R
ART UNIT		PAPER NUMBER		
2421				
MAIL DATE		DELIVERY MODE		
11/07/2008		PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Interview Summary	Application No.	Applicant(s)	
	09/767,819	ZEIDMAN, ROBERT M.	
	Examiner	Art Unit	
	JOHN R. SCHNURR	2421	

All participants (applicant, applicant's representative, PTO personnel):

(1) JOHN R. SCHNURR. (3) Jim Salter.
 (2) Robert Zeidman. (4) _____.

Date of Interview: 30 October 2008.

Type: a) Telephonic b) Video Conference
 c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
 If Yes, brief description: _____.

Claim(s) discussed: 1.

Identification of prior art discussed: Matheny et al. (US 6,075,6,766,524) and Williams et al. (US 6,075,971).

Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Applicant indicated the claim limitation of "incentives being based in part on the amount of the broadcast viewed by the user" will be reviewed and possibly amended to overcome the prior art of record.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

	/John W. Miller/ Supervisory Patent Examiner, Art Unit 2421
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